

## Message Text

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72

ACTION EUR-12

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R 211532Z MAR 75 ZFD  
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INFO USDOC WASHDC  
AMEMBASSY ROME  
DEPT OF AGRICULTURE WASHDC  
AMEMBASSY BELGRADE  
AMEMBASSY ATHENS  
AMCONSUL THESSALONIKI

UNCLAS MILAN 0545

E.O. 11652: N/A

TAGS: BEXP IT

SUBJ: LIVESTOCK EQUIPMENT & SUPPLIES JEEP FINAL REPORT

1. LIVESTOCK EQUIPMENT & SUPPLIES JEEP
  2. VERONA AGRICULTURAL FAIR, MARCH 12-19, 1975
  3. FIVE EXHIBITORS
  4. SALES DURING SHOW: \$39,660
  5. SALES PROJECTED DURING NEXT 12 MONTHS:  
NTM - \$1,395,000
  6. FIVE EXHIBITORS SOUGHT EXREPS/DISTRIBUTORS
  7. TWENTY-TWO EXREPS/DISTRIBUTORS APPOINTED DURING SHOW
  8. ADDITIONAL 20 EXREPS/DISTRIBUTORS TO BE SIGNED DURING  
NEXT 12 MONTHS
  9. N/A
  10. VISITORS NOT REGISTERED
  11. A) BRITT TECH CORP., BRITT, IOWA, NTM. EXHIBITING  
ITS LINE OF HIGH PRESSURE MULTIPURPOSE SPRAY CLEANERS  
SOLD \$8000 WORTH OF EQUIPMENT DURING SHOW. APPOINTED  
17 STOCKING DISTRIBUTORS IN ITALY AND FIVE OTHER  
COUNTRIES. FIRM EXPECTS TO SELL ONE HALF MILLION  
DOLLARS OF MACHINES DURING NEXT 12 MONTHS. CLEARED  
B) TECHNICAL INDUSTRIES, INC., FORT LAUDERDALE, FLA.  
NTM. EXHIBITING ITS DAIRY CATTLE FEED/MILK ANALYSIS
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AND MONITORING SYSTEMS SOLD \$30,000 WORTH OF EQUIPMENT

DURING SHOW AND SIGNED ONE REP FOR ITALY. FIRM EXPECTS TO SELL ADDITIONAL \$175,000 AND APPOINT FOUR AGENTS IN FOUR OTHER EUROPEAN COUNTRIES. MR. B. JAQUITH, PRESIDENT, SAID: "THE U.S. PAVILION, ITS STAFF AND THE MARKET POTENTIAL FOR OUR PRODUCTS EXCEEDED OUR EXPECTATIONS. WE BELIEVE THE SALES DERIVED WILL BE SUBSTANTIAL. MY ONLY RECOMMENDATION WOULD BE TO EXPAND SUCH ACTIVITY WITH INCREASED PAVILION SPACE, FACILITIES AND STAFF, IT WOULD BE A SOUND INVESTMENT." CLEARED

C) INTERNATIONAL LIVESTOCK IMPROVEMENT SERVICES CORP., AMES, IOWA. NTM. EXHIBITING ITS LINE OF SOW AND HOG PREGNANCY AND MEAT ANALYSIS INSTRUMENTS SOLD \$800 OF EQUIPMENT DURING SHOW WITH EXPECTATIONS OF SELLING AN ADDITIONAL \$350,000 DURING THE NEXT YEAR. THE FIRM APPOINTED THREE REPRESENTATIVES FOR ITALY, SCOTLAND, GERMANY DURING SHOW AND EXPECTS APPOINTMENT OF SIX ADDITIONAL REPS FOR OTHER EUROPEAN COUNTRIES. MR. THOMAS ECKHART, PRESIDENT, SAID: "TECHNICAL INSTRUMENTS AND SERVICES WERE HIGHLY ACCEPTED AMONG PRODUCTION AUTHORITIES AND FARMERS; TREMENDOUS PROSPECTS IN ITALY AND EUROPE; SUPPORT, ORGANIZATION WAS EXCELLENT; PROGRAM WAS EXTREMELY VALUABLE AS INTRODUCTORY MEANS TO ITALY." CLEARED

12. THIS WAS THE U.S. TRADE CENTER'S SECOND JEEP VENTURE INTO THE VERONA FAIR. THIS YEAR'S EVENT AS WAS LAST YEARS WAS A COMPLETE AND UNQUALIFIED SUCCESS. THE FIVE NTM FIRMS, EXHIBITED IN THE U.S. DEPARTMENT OF AGRICULTURE PAVILION ALONG WITH EIGHT FAS SPONSORED EXHIBITORS. THIS ARRANGEMENT IS WITHOUT DOUBT OF BENEFIT TO BOTH THE AGRICULTURE AND COMMERCE PRESENTATIONS. THE STATISTICAL RESULTS OF THE SHOW ARE OUTSTANDING BY THEMSELVES; HOWEVER, THE ABSOLUTE SUCCESS OF THE SHOW IS BEST DETERMINED BY THE ATTITUDE OF THE EXHIBITORS DURING AND AFTER THE SHOW. THE EXHIBITORS WERE COMPLETELY PLEASED AND EVEN SURPRISED BY THE RESULTS OF THE SHOW. THE FIRMS GENERATED 22 REP AGREEMENTS DURING THE SHOW AND EXPECT THE CONCLUSION OF ANOTHER 20 DURING THE COMING YEAR. THERE WERE 33 NEW MARKET PENETRATIONS IN ALL THE COMMON MARKET COUNTRIES PLUS YUGOSLAVIA, GREECE AND NIGERIA.

ON MONDAY MARCH 17, AND TUESDAY MARCH 18 TWO SPECIAL 45 MINUTE EARLY MORNING SHOWINGS WERE HELD EXCLUSIVELY FOR A YUGOSLAV DELEGATION ACCOMPANIED BY THE AMEMBASSY BELGRADE COMMERCIAL OFFICER AND A GREEK DELEGATION ACCOMPANIED BY THE COMMERCIAL UNCLASSIFIED

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OFFICER FROM THE AMCONSUL THESSALONIKI.  
MTC EXPECIALLY APPRECIATIVE OF EFFORTS THESE POSTS.FINA

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